

Traditional yearbook organization

All yearbooks share similar content, structural characteristics and aspects of production.

Size

Yearbooks are printed in three trim sizes: 7 ¾ x 10 ½ inches, 8 ½ x 11 inches, and 9 x 12 inches.

Signatures and flats

A signature is comprised of 16 pages with eight pages, or a flat, printed on one side of a press sheet and the other eight, another flat, on the opposite side. After both sides are printed, the sheet is folded and trimmed so that the pages are aligned in book form.

Paper

Yearbook pages are usually printed on 80- or 100-pound white paper, with a glossy or enamel finish or a flat or matte finish. Paper stock comes in different grades, and photo reproduction will be best on paper rated number one grade.

Cover and spine

The cover introduces the theme, and should contain the yearbook name and publication year. The spine needs the yearbook name, year, school name, city, state and volume number, so it can be seen when placed on a bookshelf.

Endsheets

Endsheets are the pages inside the front and back covers that are glued to attach the content pages to the cover. The pages can be plain or textured, color or white. They can include the table of contents or colophon as well as graphic elements and images.

Title page

The title page contains the book name, school name, street address with city, state and ZIP code, telephone number and website address, the year and the volume number. It also can include the name of the principal and the enrollment.

Table of contents

The table of contents should contain section titles and their page number. It can be located on the endsheets or after the title page.

Folios

These are pages numbers, but they also can help carry the theme and denote sections or spread contents.

Opening and closing pages

The opening section is one to three spreads that contain theme copy, design, graphics and fonts. The closing section is often one to three pages. They are designed as part of the theme package to bring unity to the yearbook.

Division pages and sections

The traditional yearbook has six sections: student life, academics, sports, people, clubs and advertising. A theme spread usually introduces each section. Some schools combine sections into only three or four.

Index

Your readers need a complete and accurate alphabetical list of the people, teams, clubs and other information contained in the yearbook. Some staffs include coverage here, such as club information, group photos or current events stories.

Colophon

The colophon describes the production of the book such as paper stock, ink color, typefaces, cover material and processes, press run number, book price, and hardware and software. Some staffs acknowledge contributions, advice or support and include their staff names and photo. It belongs toward the end of the book, but not in the closing.

Section Breakdown

- student life (20-25%)
- academics (10-15%)
- sports (18-22%)
- people (22-28% but varies by enrollment)
- clubs (12-15%)